

Goals

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Presenter: Alden Strealy, CIH, CSP, AGC Director of Safety Services

Setting goals may sound simple, but this process can be confused with making objectives or just dreaming.

- **Goal:** A broad, long-term outcome or overarching vision of what you want to achieve that can take months/years to finish.
- **Objective:** A narrow, short-term measurable step on “how” you will fulfill the larger vision.

SMARTER Goals (based by George T. Doran, 1981)

- **S**pecific. Clearly defined. Needs to answer specifically what you want to do (expectations), why it is important, how it can be achieved, and who is involved.
- **M**easurable. Must include exact numbers or data to track progress so you know when you succeed.
- **A**chievable. A realistic and attainable goal isn't a dream. It is within the realm of possibility with the right skills, tools, and time to do it.
- **R**elevant. It must matter to you and fit into your overall values and long-term ambitions.
- **T**ime-Bound. A clear time-bound deadline to create urgency, motivation, and focus.
- **E**valuation. Setting a periodic review of your goals and accomplishments help define and refine the goal.
- **R**evue. Reflect on the goal after it is completed, or during milestones.

AGC Toolbox Talk

BUILT TO LAST

Tips for Goal Setting (portions summarized from the book: *Atomic Habits*)

- To achieve the goal, focus on the habits like someone who would have achieved it.
- Clarity. Make sure any ambiguity is gone and you know the exact next step.
- Start small, but make it challenging.
- Enjoy the process and progress. Celebrate the early milestones and restart if needed.
- Try to use your goals to make better systems. The systems you create will make the process easier and help define your next goal.
- One purpose of a goal is to move you to the next goal. Once achieved, think of what is next.
- Set up accountability or a support system.
- Categories: Fitness, Finances, Family, Faith, and Fun
- Time Horizons: Five years, four months (quarterly), two days, one day
- Three-goal rule; try not to make too many. This limits your focus, so you have fewer targets, reduces cognitive overload, and eliminates other non-essentials tasks.

Quotes:

- “A goal is a dream with a deadline.” – Napoleon Hill
- “The greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low and achieving our mark..” – Michelangelo
- “You must do the things you think you cannot do.” – Eleanor Roosevelt

SIGNATURES